

Rep Order# 8841654 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 36948

Printed: 08/10/2012 9:34 AM  
Last Received: 08/10/2012 8:46 AM  
Showing Buylines: All Lines

1 of 11

Station KLAS-TV LAS VEGAS  
Advertiser ( ) HELLER, DEAN  
Product HELLER/SENATE/REP  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STRETT NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 09/19/2012 - 09/25/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEAN HELLER FOR US SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

DEBORAH  
PLEASE SEE REVISION TO LINES 1-29 & 31-55...  
ADD LINES 57-63 TO SCHEDULE...  
REVISED ORDER TOTAL IS \$55890/ 82 SPOTS  
PLEASE CONFIRM  
THANKS  
GREG

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	W-F	5A-6A		:30	\$225.00	09/19-09/21	3	1	3	\$675.00	
				Buyline Comment: 5A NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*2	M-TU	5A-6A		:30	\$225.00	09/24-09/25	2	1	2	\$450.00	
				Buyline Comment: 5A NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*3	W-F	6A-7A		:30	\$245.00	09/19-09/21	3	1	3	\$735.00	
				Buyline Comment: 6A NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*4	M-TU	6A-7A		:30	\$245.00	09/24-09/25	2	1	2	\$490.00	
				Buyline Comment: 6A NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*5	W-F	7A-9A		:30	\$150.00	09/19-09/21	3	1	3	\$450.00	
				Buyline Comment: EARLY SHOW								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*6	M-TU	7A-9A		:30	\$150.00	09/24-09/25	2	1	2	\$300.00	
				Buyline Comment: EARLY SHOW								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*7	W-F	9A-10A		:30	\$250.00	09/19-09/21	3	1	3	\$750.00	
				Buyline Comment: LIVE WITH KELLY								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*8	M-TU	9A-10A		:30	\$250.00	09/24-09/25	2	1	2	\$500.00	
				Buyline Comment: LIVE WITH KELLY								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*9	W-F	10A-11A		:30	\$1,000.00	09/19-09/21	1	1	1	\$1,000.00	
				Buyline Comment: PRICE IS RIGHT								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*10	M-TU	10A-11A		:30	\$1,000.00	09/24-09/25	1	1	1	\$1,000.00	
				Buyline Comment: PRICE IS RIGHT								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*11	W-F	11A-12P		:30	\$500.00	09/19-09/21	0	0	0	\$0.00	
				Buyline Comment: YOUNG & RESTLESS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*12	M-TU	11A-12P		:30	\$500.00	09/24-09/25	0	0	0	\$0.00	
				Buyline Comment: YOUNG & RESTLESS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*13	W-F	12P-1230P		:30	\$225.00	09/19-09/21	3	1	3	\$675.00	
				Buyline Comment: NOON NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*14	M-TU	12P-1230P		:30	\$225.00	09/24-09/25	2	1	2	\$450.00	
				Buyline Comment: NOON NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*15	W-F	1230P-2P		:30	\$325.00	09/19-09/21	1	1	1	\$325.00	
				Buyline Comment: BOLD/LET'S MAKE								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*16	M-TU	1230P-2P		:30	\$325.00	09/24-09/25	1	1	1	\$325.00	
				Buyline Comment: BOLD/LET'S MAKE								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*17	W-F	2P-3P		:30	\$350.00	09/19-09/21	1	1	1	\$350.00	
				Buyline Comment: TALK - CBS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*18	M-TU	2P-3P		:30	\$350.00	09/24-09/25	1	1	1	\$350.00	
				Buyline Comment: TALK - CBS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*19	W-F	3P-4P		:30	\$325.00	09/19-09/21	3	1	3	\$975.00	
				Buyline Comment: ELLEN								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*20	M-TU	3P-4P		:30	\$325.00	09/24-09/25	2	1	2	\$650.00	
				Buyline Comment: ELLEN								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*21	W-F	430P-5P		:30	\$300.00	09/19-09/21	3	1	3	\$900.00	
				Buyline Comment: 430P NEWS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*22	M-TU	430P-5P		:30	\$300.00	09/24-09/25	2	1	2	\$600.00	
				Buyline Comment: 430P NEWS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*23	W-F	5P-630P		:30	\$375.00	09/19-09/21	3	1	3	\$1,125.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*24	M-TU	5P-630P		:30	\$375.00	09/24-09/25	4	1	4	\$1,500.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								



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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*25	W-F	630P-7P		:30	\$300.00	09/19-09/21	3	1	3	\$900.00	
				Buyline Comment: INSIDE EDITION								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*26	M-TU	630P-7P		:30	\$300.00	09/24-09/25	2	1	2	\$600.00	
				Buyline Comment: INSIDE EDITION								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*27	W-F	7P-8P		:30	\$325.00	09/19-09/21	3	1	3	\$975.00	
				Buyline Comment: ET/INSIDER ED								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*28	M-TU	7P-8P		:30	\$325.00	09/24-09/25	2	1	2	\$650.00	
				Buyline Comment: ET/INSIDER ED								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*29	W-F	11P-1135P		:30	\$500.00	09/19-09/21	0	0	0	\$0.00	
				Buyline Comment: 11P NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	30	M-TU	11P-1135P		:30	\$500.00	09/24-09/25	2	1	2	\$1,000.00	
				Buyline Comment: 11P NEWS								
	*31	W-F	1135P-1235A		:30	\$225.00	09/19-09/21	1	1	1	\$225.00	
				Buyline Comment: LETTERMAN								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*32	M-TU	1135P-1235A		:30	\$225.00	09/24-09/25	1	1	1	\$225.00	
				Buyline Comment: LETTERMAN								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*33	M	10P-11P		:30	\$5,000.00	09/24-09/24	1	1	1	\$5,000.00	
				Buyline Comment: HAWAII 5-0								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*34	TU	8P-9P		:30	\$5,250.00	09/25-09/25	1	1	1	\$5,250.00	
				Buyline Comment: NCIS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*35	TU	10P-11P		:30	\$1,300.00	09/25-09/25	0	0	0	\$0.00	
				Buyline Comment: VEGAS								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*36	W	9P-10P		:30	\$2,300.00	09/19-09/19	0	0	0	\$0.00	
				Buyline Comment: CRIMINAL MINDS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*37	W	10P-11P		:30	\$2,000.00	09/19-09/19	0	0	0	\$0.00	
				Buyline Comment: CSI								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*38	TH	10P-11P		:30	\$2,300.00	09/20-09/20	1	1	1	\$2,300.00	
				Buyline Comment: PERSON OF INTEREST								
				Sales Remark: V3 REVISION								
				V3 Program Name Change, Comment Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*39	F	10P-11P		:30	\$1,200.00	09/21-09/21	1	1	1	\$1,200.00	
				Buyline Comment: BLUE BLOODS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*40	SA-SU	11P-1135P		:30	\$350.00	09/22-09/23	1	1	1	\$350.00	
				Buyline Comment: 11P NEWS WKND								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*41	SA	5A-7A		:30	\$75.00	09/22-09/22	0	0	0	\$0.00	
				Buyline Comment: CBS SAT								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*42	SA	1230P-4P		:30	\$300.00	09/22-09/22	0	0	0	\$0.00	
				Buyline Comment: SEC FOOTBALL								
				Sales Remark: V3 CANCEL								
				V3 More than 2 codes changed								
	*43	SA	5P-7P		:30	\$175.00	09/22-09/22	1	1	1	\$175.00	
				Buyline Comment: WKND NWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*44	SA	9P-10P		:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
				Buyline Comment: SAT PRIME MOVIE								
				Sales Remark: V3 REVISION								
				V3 More than 2 codes changed								
	*45	SA	10P-11P		:30	\$2,250.00	09/22-09/22	1	1	1	\$2,250.00	
				Buyline Comment: 48HR MYSTERY								
				Sales Remark: V3 REVISION								
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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*46	SU	5A-6A		:30	\$75.00	09/23-09/23	1	1	1	\$75.00	
				Buyline Comment: EYE WASH/WSJ								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*47	SU	6A-630A		:30	\$315.00	09/23-09/23	1	1	1	\$315.00	
				Buyline Comment: NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*48	SU	630A-8A		:30	\$850.00	09/23-09/23	1	1	1	\$850.00	
				Buyline Comment: CBS SUN AM								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	*49	SU	8A-830A		:30	\$225.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: 8A NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*50	SU	830A-930A		:30	\$400.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: FACE THE NATION								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*51	SU	930A-10A		:30	\$175.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: 930A NEWS								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*52	SU	10A-1P		:30	\$1,800.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: NFL								
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	*53	SU	1P-4P		:30	\$1,800.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: NFL 1PM								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*54	SU	5P-7P		:30	\$225.00	09/23-09/23	0	0	0	\$0.00	
				Buyline Comment: 5P NEWS SUN								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Spots/week Changed								
	*55	SU	7P-8P		:30	\$3,375.00	09/23-09/23	1	1	1	\$3,375.00	
				Buyline Comment: 60 MIN								
				Sales Remark: V3 REVISION								
				V3 Comment Changed, Rate Changed								
	56	SU	9P-10P		:30	\$1,400.00	09/23-09/23	1	1	1	\$1,400.00	
				Buyline Comment: GOOD WIFE								
	*57	W	8P-930P		:30	\$5,500.00	09/19-09/19	1	1	1	\$5,500.00	
				Buyline Comment: SURVIVOR								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*58	W	930P-11P		:30	\$5,500.00	09/19-09/19	1	1	1	\$5,500.00	
				Buyline Comment: BIG BROTHER								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*59	SU	10P-11P		:30	\$1,600.00	09/23-09/23	1	1	1	\$1,600.00	
				Buyline Comment: THE MENTALIST								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								

Rep Order# 8841654 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 36948

Printed: 08/10/2012 9:34 AM  
Last Received: 08/10/2012 8:46 AM  
Showing Buylines: All Lines

10 of 11

Station KLAS-TV LAS VEGAS  
Advertiser ( ) HELLER, DEAN  
Product HELLER/SENATE/REP  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STRETT NW, SUITE 200  
WASHINGTON, DC 20007

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES

Agency C/P1/P2/E  
Flight Dates 09/19/2012 - 09/25/2012  
Hiatus Weeks

Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*60	F	8P-9P		:30	\$900.00	09/21-09/21	1	1	1	\$900.00	
				Buyline Comment: UNDERCOVER BOSS								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*61	W	4A-459A		:30	\$125.00	09/19-09/19	1	1	1	\$125.00	
				Buyline Comment: 4A NEWS								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*62	TH	4A-459A		:30	\$40.00	09/20-09/20	1	1	1	\$40.00	
				Buyline Comment: 4A NEWS								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*63	F	4A-459A		:30	\$35.00	09/21-09/21	1	1	1	\$35.00	
				Buyline Comment: 4A NEWS								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								

—REPORT TOTALS—

Report Totals: 82 / \$55,890.00

—SALES MONTHLY TOTALS—

Sep 12: 82 / \$55,890.00

Sales Totals: 82 / \$55,890.00

Station Totals: 82 / \$55,890.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$186,300	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

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Station KLAS-TV LAS VEGAS  
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Books null  
Demos RA35+